



# B&B Theatres

Bringing Hollywood to  
Your Hometown Since 1924

BBTHEATRES.COM

## Press Release for Immediate Use

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Contact: Paul Farnsworth, Executive Director of Communications and Content  
816-407-7469 [paul.farnsworth@bbtheatres.com](mailto:paul.farnsworth@bbtheatres.com)

### **B&B Theatres undertakes comprehensive remodel of cinema location in Portland, Texas!**

In joint release with the hot-off-the-presses announcement of National Cinema Day, **B&B Theatres** is pleased to set out plans for full-scale remodel of the Portland Northshore 8, located at 251 Buddy Ganem Drive in Portland, Texas. The massive and comprehensive effort will begin on **Monday, August 28 and the location is expected to be closed entirely for ten weeks.**

Area movie-lovers will be thrilled to learn that outdated seats in all of the facility's auditoriums will be replaced with wide, electric recliners, providing them the ultimate in comfort and luxury for their movie-going experience! But believe me, that's just the beginning!

In addition to the seat replacement, B&B Theatres will be installing some incredible and exclusive theatrical amenities to truly set the Northshore 8 apart from the rest. Several theater spaces will be renovated to incorporate the following spectacular concepts:

- **B&B Theatres Grand Screen** – B&B's own Premium Large Format experience, offering the largest screen and enhanced 7.1 surround sound
- **ScreenX** – Located *within* the Grand Screen auditorium, ScreenX uses multiple projectors to present select films *not just on the massive screen in front, but on the two auditorium sidewalls*, creating an utterly immersive, 270-degree viewing experience that truly must be seen to be believed!
- **screenPLAY!** – Designed for families with small children, screenPLAY! features a full playground structure *in the theater*, allowing kids to get their wiggles out for 30-minutes as a custom preshow plays onscreen. As playtime ends, the structure is closed and a special song helps kids get seated to help bring the lights down for a family-friendly feature. Don't forget your socks, kids!
- **Max Relax** – The ultimate in luxury cinema, Max Relax takes our reclining seats to the MAX...this auditorium is packed with extra-wide leather chaise lounge seating with even

more dynamic reclining range. As an added bonus, these Max Relax seats will also be installed in the *front rows* of every auditorium in the building, enhancing sightlines and viewing angles for guests.

- **The Lyric** – Designed as a rentable venue for private events, the Lyric is a tribute to the first B&B Theatres location from way-back-when. Complete with high-end finishes, waterfall curtains, and seat-mounted swivel tray tables, the Lyric is an intimate and exclusive experience for standard viewing or for private functions.

But wait! There's more!

B&B Theatres will also be installing a full-service bar, allowing guests of age (with a valid photo ID) to responsibly enjoy wine, beer, and cocktails along with their concession items **or** new hot menu items from the upcoming Food-to-Go options. These new food items include burgers, fries, chicken tenders, flatbread pizzas, chicken sandwiches, onion rings, corn dog bites, and much more...all made to order.

**BUT WAIT! THERE'S MORE!**

As a final part of this huge process, B&B will be updating exterior signage, concession menuboard, hallway auditorium signs, theater wall coverings, carpet, restrooms, and so much more, breathing new life into this beloved hometown theater.

Of this incredible effort, Bob Bagby, President of B&B Theatres, commented, "I am so pleased that we are able to make this happen for our guests and friends in Portland, and we couldn't be happier with our relationship with Eric Politte as a valued partner. We are beyond excited to bring a state-of-the-art, first class movie-going experience to our guests, and they will be blown away by 'the new B&B'! Once complete, Portland will be one-of-a-kind in the Corpus Christi area...there will be nothing else like it!"

The company anticipates a ten week build time and anticipates reopening for the Fall releases of **THE MARVELS** and **DUNE 2**.



Reclining seats



Grand Screen / ScreenX



Max Relax



screenPLAY!



The Lyric

### **Company History**

B&B Theatres has been family owned and operated since 1924 when Elmer Bills Sr. opened a movie house in Salisbury, Missouri where the future Mrs. Bills played the piano for silent movies. During the company's 99 years, and four generations of family involvement, it has seen the coming of sound, color, Technicolor, stadium seating, multiplexes, and now digital cinema and luxury entertainment centers.

### **Current Operations**

B&B Theatres is the 5<sup>th</sup> largest theatre chain in North America and operates nearly 530 screens at more than 50 cinema locations in Kansas, Iowa, Florida, Missouri, Mississippi, Oklahoma, Minnesota, Nebraska, Virginia, South Carolina, North Carolina, Texas, Washington, and Georgia.